The Project50 (Reinventing Work): Fifty Ways to Transform Every "Task" into a Project That Matters!

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The common denominator/bottom line for both the professional service firm/PSF and the individual/Brand You is: the project. And for the cool individual in the cool professional service firm there is only one answer: the cool project.

A seminar participant said: "Reward excellent failures. Punish mediocre successes." So, how many of you are at work -- right now -- on "mediocre successes"? At work on projects that won't be recalled, let alone recalled with fondness and glee, a year from now?

We don't study professional service firms. (Mistake.) And we don't study WOW Projects. (Worse mistake.) There is, of course, a project management literature. But it's awful. Or, at least, misleading. It focuses almost exclusively on the details of planning and tracking progress and totally ignores the important stuff like: Is it cool? Is it beautiful? Will it make a difference? My No.1 epithet: "On time . . . on budget . . . who cares?" I.e., does it matter? Will you be bragging about it two--or ten--years from now? Is it a WOW project?

So, then: Step #1 . . .the organization . . .the professional service firm/PSF 1.0. Step 2 . . .the individual . . .the pursuit of distinction/Brand You. And: Step #3 . . . the work itself . . . the memorable project/WOW Projects.

The Project50 is a simple and handy guide that provides 50 easy steps to help the modern businessperson choose the right project, find the right team, develop strategies for success, and ultimately know when it's time to move on.

*See also the other 50List titles in the Reinventing Work series by Tom Peters -- **The Brand You50** and **The Professional Service Firm50** -- for additional information on how to make an impact in the professional world.*

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